ULTRA THINS INDIVIDUAL IN-DEPTH

Merit

- 40 interviews among flavor low tar smokers.
- 1/3 Merit, 2/3 competitive.
- 1/2 Male, 1/2 female - 1/2 18 - 34, 1/2 35 -54.

~~FINDINGS~~ Findings

- The campaign created little enthusiasm
- The visual communicated a size message not a low smoke message.
- The main thrust was health related. Less tobacco equates to lower tar.
- Low smoke was not an issue. Since Merit Thins was less of a cigarette smokers expected it to produce less smoke.
- "Now 1/4 less tobacco. . ." worked the best. More than the other headlines it told that the cigarette would be good tasting.
- "Smoke Thin" and "The new smoking dimension" played up the cigarette size.
- In spite of the emphasis on thinness, smokers were still surprised by the appearance of the cigarette
- The campaign without demonstration was less cluttered.
- Overall, the campaigns were thought to be quite similar. Generally the headline was the basis for preference.
- "Less smoke" was interpreted as less smoke delivered to the smoker.
- Less tobacco led some smokers to wonder if the brand would cost less.

Cigarette Evaluation

- Merit smokers were more accepting than competitive smokers - both male and female
- Acceptance among male Merit smokers was based ~~in~~ on a perceived health benefits ~~only.~~
- Generally women were more accepting of the brand.
- The cigarette had more taste than anticipated, actually delivering flavor.
- Less side stream smoke was not much of an issue mainly because advertising did not play it up.
- Having a cork filter did not compensate for its thinness among men.

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Source: https://www.industrydocuments.ucsf.edu/docs/rhlj0004